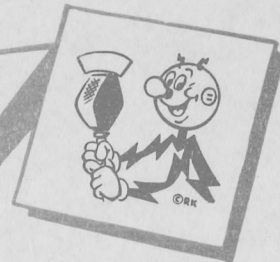


CALGARY POWER LTD. SERVING ALBERTA



SALUTES ALBERTA INDUSTRIES AND SERVICES

Here is a Salute to:

FARM ELECTRIFICATION

Featured on our Radio Program

★ **"CALGARY POWER DISCOVERS"**

CFCN and CFRN
CJOC

Sunday
Sunday

JUNE 1, 8:00 P.M.
JUNE 1, 9:30 P.M.



A SALUTE TO FARM ELECTRIFICATION

Our Salute tonight is to the farmer members of the Rural Electrification Co-operative Associations who are responsible for the great progress which has been made in farm electrification over the past few years. This progress has also been made possible by the first-rate co-operation which has prevailed between the farmers, the Government of Alberta, and the power companies.

There are now 256 Rural Electrification areas in Alberta, either completed, under construction, or proposed, and over 14,000 farmers already have their farms electrified. Considering that only a relatively few farmers had power in 1943, this is an outstanding accomplishment. Yes, Farm Electrification represents one of the largest and most effective jobs of co-operation ever carried out in this province.

In Alberta, farmers like to make their own decisions. That's why they've chosen to form Rural Electrification Co-operative Associations. By working with neighboring farmers and with those who carry out the actual construction work, they can, and do, keep the costs of farm electrification to a minimum.

Some wonderful things have come out of the co-operative efforts of farm electrification. Leaders have come forward whose first thoughts have been for the

benefit of the community as a whole. These men are the directors of the co-operative associations. They have given their time freely without thought of personal gain, and in most cases, with personal sacrifice. It is to these leaders that this salute is particularly directed.

Another wonderful thing which has come out of farm electrification is the almost miraculous change in farm life. The magic power of Aladdin's Lamp brought but one slave ... Reddy Kilowatt brings you electricity with the power to do the work of many hired hands for the entire farm family.

City people, tired of the trials and tribulations of city life, look with envy on the freedom of farm life, where all modern conveniences are provided. There should be no problem now in keeping the boys and girls down on the farm.

Valuable assistance to the farm co-operative program has been given by the Alberta Government. It helps the association by guaranteeing the repayment of a loan of up to 50% of the total estimated cost of an association's project. By having the provincial government guarantee the repayment of the loan, an association may borrow the money at a very low interest rate. Your provincial government also has assisted by providing guidance and advice in the actual forming of the co-operatives.

Your power companies contribute to the farm electrification scheme, by supplying power at cost. Farmers do not pay for the costly transmission lines which bring the power to their general areas, but by paying for their own rural lines, they get the power at low energy rates. As well as supplying the power, the power companies do the engineering work, and undertake the job of construction and operation of the systems for the co-operative associations.

What a thrill it is when the lights go on and what a feeling of pride and achievement, to bring the farm up-to-date with electric service ... and to have had a part in bringing it to the community. The farmer's wife is important in Farm Electrification Co-operative Associations. She is not only an active booster, but she gives practical help by providing construction crews with good meals at reasonable prices. Her reward comes when the power is turned on and she plugs in the electric household appliances that take the drudgery out of housework.

Calgary Power salutes all the members of the Rural Electrification Associations in the province, for this outstanding demonstration of what can be done by co-operative effort.